COMMUNITY DEMOGRAPHIC PROFILE

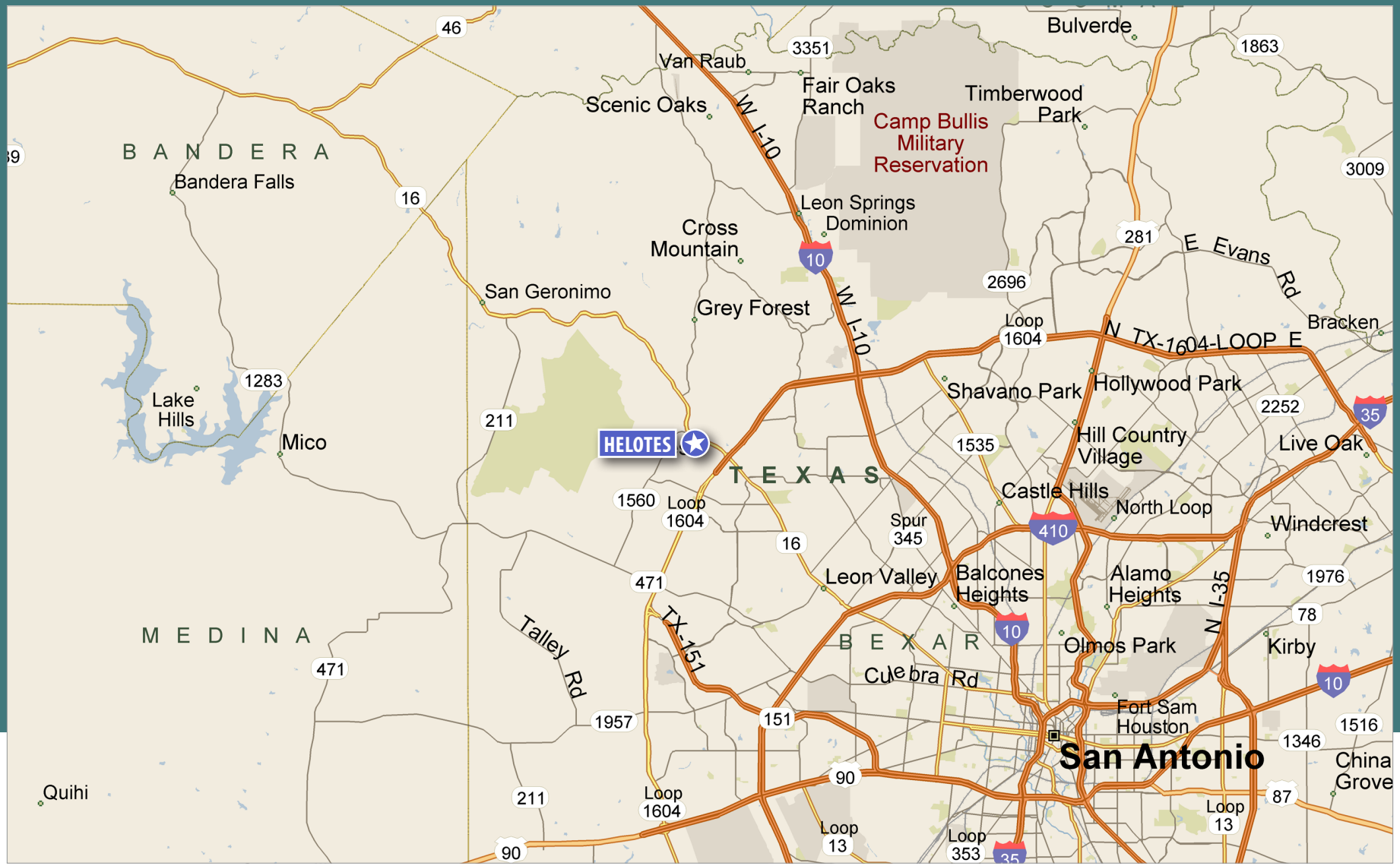
Helotes, Texas

HELOTES EDC

Prepared for
Helotes Economic Development Corporation
May 2014

TheRetailCoach®

Location Map
Helotes, Texas



HELOTES EDC

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Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	9,521	
2014 Estimate	8,104	
2010 Census	7,341	
2000 Census	1,388	
Growth 2014-2019	17.49%	
Growth 2010-2014	10.39%	
Growth 2000-2010	428.89%	
2014 Est. Pop by Single Race Class	8,104	
White Alone	6,856	84.60
Black or African American Alone	247	3.05
Amer. Indian and Alaska Native Alone	36	0.44
Asian Alone	331	4.08
Native Hawaiian and Other Pac. Isl. Alone	3	0.04
Some Other Race Alone	350	4.32
Two or More Races	281	3.47
2014 Est. Pop Hisp or Latino by Origin	8,104	
Not Hispanic or Latino	5,235	64.60
Hispanic or Latino:	2,869	35.40
Mexican	2,422	84.42
Puerto Rican	86	3.00
Cuban	13	0.45
All Other Hispanic or Latino	348	12.13

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	2,869	
White Alone	2,360	82.26
Black or African American Alone	15	0.52
American Indian and Alaska Native Alone	14	0.49
Asian Alone	17	0.59
Native Hawaiian and Other Pacific Islander Alone	1	0.03
Some Other Race Alone	338	11.78
Two or More Races	124	4.32
2014 Est. Pop. Asian Alone Race by Cat	331	
Chinese, except Taiwanese	57	17.22
Filipino	100	30.21
Japanese	0	0.00
Asian Indian	133	40.18
Korean	6	1.81
Vietnamese	32	9.67
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	3	0.91
All Other Asian Races Including 2+ Category	0	0.00
2014 Est. Population by Ancestry	8,104	
Pop, Arab	47	0.58
Pop, Czech	39	0.48
Pop, Danish	14	0.17
Pop, Dutch	35	0.43
Pop, English	524	6.47
Pop, French (except Basque)	144	1.78
Pop, French Canadian	34	0.42
Pop, German	1,026	12.66
Pop, Greek	4	0.05

Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	21	0.26
Pop, Irish	357	4.41
Pop, Italian	188	2.32
Pop, Lithuanian	0	0.00
Pop, United States or American	364	4.49
Pop, Norwegian	57	0.70
Pop, Polish	66	0.81
Pop, Portuguese	4	0.05
Pop, Russian	46	0.57
Pop, Scottish	93	1.15
Pop, Scotch-Irish	76	0.94
Pop, Slovak	0	0.00
Pop, Subsaharan African	39	0.48
Pop, Swedish	56	0.69
Pop, Swiss	5	0.06
Pop, Ukrainian	52	0.64
Pop, Welsh	35	0.43
Pop, West Indian (exc Hisp groups)	1	0.01
Pop, Other ancestries	4,111	50.73
Pop, Ancestry Unclassified	666	8.22
2014 Est. Pop Age 5+ by Language Spoken At Home	7,649	
Speak Only English at Home	5,976	78.13
Speak Asian/Pac. Isl. Lang. at Home	79	1.03
Speak IndoEuropean Language at Home	211	2.76
Speak Spanish at Home	1,354	17.70
Speak Other Language at Home	29	0.38
2014 Est. Population by Sex	8,104	
Male	3,981	49.12
Female	4,123	50.88

DESCRIPTION	DATA	%
2014 Est. Population by Age	8,104	
Age 0 - 4	455	5.61
Age 5 - 9	493	6.08
Age 10 - 14	626	7.72
Age 15 - 17	400	4.94
Age 18 - 20	346	4.27
Age 21 - 24	415	5.12
Age 25 - 34	773	9.54
Age 35 - 44	1,047	12.92
Age 45 - 54	1,408	17.37
Age 55 - 64	1,129	13.93
Age 65 - 74	659	8.13
Age 75 - 84	274	3.38
Age 85 and over	79	0.97
Age 16 and over	6,400	78.97
Age 18 and over	6,130	75.64
Age 21 and over	5,784	71.37
Age 65 and over	1,012	12.49
2014 Est. Median Age	40.2	
2014 Est. Average Age	38.70	

Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	3,981	
Age 0 - 4	234	5.88
Age 5 - 9	263	6.61
Age 10 - 14	322	8.09
Age 15 - 17	193	4.85
Age 18 - 20	172	4.32
Age 21 - 24	210	5.28
Age 25 - 34	391	9.82
Age 35 - 44	474	11.91
Age 45 - 54	688	17.28
Age 55 - 64	558	14.02
Age 65 - 74	327	8.21
Age 75 - 84	122	3.06
Age 85 and over	27	0.68
2014 Est. Median Age, Male	39.3	
2014 Est. Average Age, Male	38.00	
2014 Est. Female Population by Age	4,123	
Age 0 - 4	221	5.36
Age 5 - 9	230	5.58
Age 10 - 14	304	7.37
Age 15 - 17	207	5.02
Age 18 - 20	174	4.22
Age 21 - 24	205	4.97
Age 25 - 34	382	9.27
Age 35 - 44	573	13.90
Age 45 - 54	720	17.46
Age 55 - 64	571	13.85
Age 65 - 74	332	8.05
Age 75 - 84	152	3.69
Age 85 and over	52	1.26

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	40.9	
2014 Est. Average Age, Female	39.30	
2014 Est. Pop Age 15+ by Marital Status	6,530	
Total, Never Married	1,522	23.31
Males, Never Married	730	11.18
Females, Never Married	792	12.13
Married, Spouse present	3,935	60.26
Married, Spouse absent	131	2.01
Widowed	262	4.01
Males Widowed	38	0.58
Females Widowed	224	3.43
Divorced	680	10.41
Males Divorced	312	4.78
Females Divorced	368	5.64
2014 Est. Pop. Age 25+ by Edu. Attainment	5,369	
Less than 9th grade	153	2.85
Some High School, no diploma	107	1.99
High School Graduate (or GED)	778	14.49
Some College, no degree	1,155	21.51
Associate Degree	426	7.93
Bachelor's Degree	1,593	29.67
Master's Degree	807	15.03
Professional School Degree	205	3.82
Doctorate Degree	145	2.70
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,680	
CY Pop 25+, Hisp/Lat, < High School Diploma	135	8.04
CY Pop 25+, Hisp/Lat, High School Graduate	215	12.80
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	515	30.65
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	815	48.51

Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	3,117	
2014 Estimate	2,693	
2010 Census	2,531	
2000 Census	486	
Growth 2014-2019	15.74%	
Growth 2010-2014	6.40%	
Growth 2000-2010	420.78%	
2014 Est. Households by Household Type	2,693	
Family Households	2,215	82.25
Nonfamily Households	478	17.75
2014 Est. Group Quarters Population	0	
2014 HHs by Ethnicity, Hispanic/Latino	794	29.48
2014 Est. HHs by HH Income	2,693	
CY HHs, Inc < $15,000	117	4.34
CY HHs, Inc $15,000 - $24,999	156	5.79
CY HHs, Inc $25,000 - $34,999	93	3.45
CY HHs, Inc $35,000 - $49,999	182	6.76
CY HHs, Inc $50,000 - $74,999	584	21.69
CY HHs, Inc $75,000 - $99,999	364	13.52
CY HHs, Inc $100,000 - $124,999	346	12.85
CY HHs, Inc $125,000 - $149,999	259	9.62
CY HHs, Inc $150,000 - $199,999	288	10.69
CY HHs, Inc $200,000 - $249,999	101	3.75
CY HHs, Inc $250,000 - $499,999	158	5.87
CY HHs, Inc $500,000+	45	1.67

DESCRIPTION	DATA	%
2014 Est. Average Household Income	$113,294	
2014 Est. Median Household Income	$89,732	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	92,075	
Black or African American Alone	78,125	
American Indian and Alaska Native Alone	50,000	
Asian Alone	73,333	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	73,476	
Two or More Races	88,158	
Hispanic or Latino	87,403	
Not Hispanic or Latino	91,011	
2014 Est. Family HH Type, Presence Own Children	2,215	
Married-Couple Family, own children	884	39.91
Married-Couple Family, no own children	1,056	47.67
Male Householder, own children	36	1.63
Male Householder, no own children	40	1.81
Female Householder, own children	96	4.33
Female Householder, no own children	103	4.65
2014 Est. Households by Household Size	2,693	
1-person household	368	13.67
2-person household	870	32.31
3-person household	518	19.24
4-person household	515	19.12
5-person household	259	9.62
6-person household	101	3.75
7 or more person household	62	2.30

Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	3.01	
2014 Est. Households by Presence of People	2,693	
Households with 1 or more People under Age 18:	1,098	40.77
Married-Couple Family	944	85.97
Other Family, Male Householder	37	3.37
Other Family, Female Householder	114	10.38
Nonfamily, Male Householder	2	0.18
Nonfamily, Female Householder	1	0.09
Households no People under Age 18:	1,595	59.23
Married-Couple Family	996	62.45
Other Family, Male Householder	38	2.38
Other Family, Female Householder	86	5.39
Nonfamily, Male Householder	227	14.23
Nonfamily, Female Householder	248	15.55
2014 Est. Households by Number of Vehicles	2,693	
No Vehicles	41	1.52
1 Vehicle	576	21.39
2 Vehicles	1,309	48.61
3 Vehicles	522	19.38
4 Vehicles	199	7.39
5 or more Vehicles	46	1.71
2014 Est. Average Number of Vehicles	2.17	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	2,564	
2014 Estimate	2,215	
2010 Census	2,065	
2000 Census	416	
Growth 2014-2019	15.76%	
Growth 2010-2014	7.26%	
Growth 2000-2010	396.39%	
2014 Est. Families by Poverty Status	2,215	
2014 Families at or Above Poverty	2,144	96.79
2014 Families at or Above Poverty with Children	1,155	52.14
2014 Families Below Poverty	71	3.21
2014 Families Below Poverty with Children	41	1.85
2014 Est. Pop Age 16+ by Employment Status	6,400	
In Armed Forces	135	2.11
Civilian - Employed	4,337	67.77
Civilian - Unemployed	169	2.64
Not in Labor Force	1,759	27.48
2014 Est. Civ Employed Pop 16+ Class of Worker	4,409	
For-Profit Private Workers	2,614	59.29
Non-Profit Private Workers	432	9.80
Local Government Workers	441	10.00
State Government Workers	284	6.44
Federal Government Workers	283	6.42
Self-Emp Workers	354	8.03
Unpaid Family Workers	1	0.02

Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	4,409	
Architect/Engineer	104	2.36
Arts/Entertain/Sports	91	2.06
Building Grounds Maint	46	1.04
Business/Financial Ops	392	8.89
Community/Soc Svcs	87	1.97
Computer/Mathematical	248	5.62
Construction/Extraction	120	2.72
Edu/Training/Library	470	10.66
Farm/Fish/Forestry	0	0.00
Food Prep/Serving	160	3.63
Health Practitioner/Tec	349	7.92
Healthcare Support	90	2.04
Maintenance Repair	158	3.58
Legal	45	1.02
Life/Phys/Soc Science	60	1.36
Management	669	15.17
Office/Admin Support	486	11.02
Production	75	1.70
Protective Svcs	136	3.08
Sales/Related	475	10.77
Personal Care/Svc	49	1.11
Transportation/Moving	99	2.25
2014 Est. Pop 16+ by Occupation Classification	4,409	
Blue Collar	452	10.25
White Collar	3,476	78.84
Service and Farm	481	10.91

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	4,527	
Drove Alone	3,827	84.54
Car Pooled	459	10.14
Public Transportation	8	0.18
Walked	15	0.33
Bicycle	11	0.24
Other Means	26	0.57
Worked at Home	181	4.00
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	502	
15 - 29 Minutes	1,724	
30 - 44 Minutes	1,485	
45 - 59 Minutes	436	
60 or more Minutes	193	
2014 Est. Avg Travel Time to Work in Minutes	30.69	
2014 Est. Tenure of Occupied Housing Units	2,693	
Owner Occupied	2,418	89.79
Renter Occupied	275	10.21
2014 Owner Occ. HUs: Avg. Length of Residence	12.0	
2014 Renter Occ. HUs: Avg. Length of Residence	6.9	

Community Demographics
Helotes, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	2,418	
Value Less than $20,000	14	0.58
Value $20,000 - $39,999	28	1.16
Value $40,000 - $59,999	27	1.12
Value $60,000 - $79,999	10	0.41
Value $80,000 - $99,999	43	1.78
Value $100,000 - $149,999	234	9.68
Value $150,000 - $199,999	454	18.78
Value $200,000 - $299,999	732	30.27
Value $300,000 - $399,999	406	16.79
Value $400,000 - $499,999	225	9.31
Value $500,000 - $749,999	184	7.61
Value $750,000 - $999,999	46	1.90
Value $1,000,000 or more	15	0.62
2014 Est. Median All Owner-Occupied Housing Value	$254,508	
2014 Est. Housing Units by Units in Structure	2,789	
1 Unit Attached	10	0.36
1 Unit Detached	2,439	87.45
2 Units	125	4.48
3 or 4 Units	4	0.14
5 to 19 Units	106	3.80
20 to 49 Units	43	1.54
50 or More Units	33	1.18
Mobile Home or Trailer	24	0.86
Boat, RV, Van, etc.	5	0.18

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	2,789	
Housing Unit Built 2005 or later	898	32.20
Housing Unit Built 2000 to 2004	767	27.50
Housing Unit Built 1990 to 1999	512	18.36
Housing Unit Built 1980 to 1989	268	9.61
Housing Unit Built 1970 to 1979	159	5.70
Housing Unit Built 1960 to 1969	49	1.76
Housing Unit Built 1950 to 1959	61	2.19
Housing Unit Built 1940 to 1949	25	0.90
Housing Unit Built 1939 or Earlier	50	1.79
2014 Est. Median Year Structure Built **	2002	

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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach -
It's not about data. It's about your success.

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Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.